CANADEXPORT

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Turkey's agri-food market a horn of plenty

Over the past few years, Turkey has transformed itself into a dynamic, modern economy. Reforms that began in the 1970s, and reinvigorated after 1999, have propelled Turkey's economy from a rural to a modern, industrial one. It now ranks as the 21st-largest economy in the world, with a gross domestic product (GDP) of approximately $345 billion.

Seeds for sale at Istanbul's Grand Bazaar, Turkey's largest covered market

With Turkey now in negotiations to join the European Union, the outlook for the future is even brighter. With GDP rising faster than the rate of population growth, GDP per capita is expected to reach $6,300 by 2009, a level that permits consumers to exercise more choice and increase spending on foods of higher value and quality.

Demographic trends contribute to a positive outlook as well. Turkey has a population of some 73 million, with an annual growth rate of 1.48%. Half of its population is under 25 and 18% of the country's total population is between the ages of 15 and 24. The urban population, which was estimated at 34.4 million in 1990, is expected to reach 57.9 million in 2005, making up 79.5% of the total population.

Growing agri-food market

Turkey has a large agri-food market; in 2004, imports were valued at $5.4 billion and exports at $3.9 billion. The country

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Arizona hot for Canadian business

During his recent visit to Arizona, Canada's National Science Advisor Dr. Arthur Carty, declared Canada ready to do business in the 'Grand Canyon State.' The purpose of his first trip to Tucson was to explore opportunities for research collaboration and innovation commercialization between Canada's research centres and the University of Arizona, the leading research institution in the State.

The visit was also an ideal occasion to promote Canada as a leading knowledge-creating society focussing on its research capabilities and to build on the six-year relationship in optics and photonics research between the University of Arizona and Ottawa's Carleton University.

The University of Arizona is a world leader in optics, astronomy, lunar and planetary research and is one of the nation's leading centres of research in biomedical science

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Fishing for business at Conxemar 2006

Vigo, Spain, October 3-5, 2006 > Catch the next wave at **Conxemar 2006**, a major international frozen seafood exhibition. Last year's edition was a big success as 33,000 visitors from 70 countries attended.

A total of 12 Canadian companies were part of Conxemar 2005. As in previous years, there was strong representation from East Coast Canadian companies which exhibitied high-end products like lobster, snow crab and scallops. Each year, a growing number of West Coast Canadian companies display popular products like Canadian wild salmon, and less well-known ones like Pacific halibut, octopus, white tuna, black cod and pink shrimp.

Exhibitors were satisfied with results from last year, and the majority of them intend to participate in the next event. Furthermore, the governments of New Brunswick and Newfoundland and Labrador have shown a strong interest in attending this year.

Canadian participation in Conxemar is the result of a partnership between Fisheries and Oceans Canada, Agriculture and Agri-food Canada, the Canadian embassies in Spain and Portugal, and most importantly, Canadian companies. In fact, Conxemar has become an indispensable event for the implementation of Canada's national fisheries policy.

For more information, contact Marc Lionel Gagnon, Canadian Embassy in Spain, tel.: (011-34-91) 423-3228, fax: (011-34-91) 423-3252, email: marc.l.gagnon@international.gc.ca.

Russian telecom fair a 'big show for a big market'

Moscow, Russia, May 10-13, 2006 > Canadian exporters are sure to benefit from participating in **Sviaz Expo Comm 2006**, Russia's largest international exhibition and conference for communications technologies.

Last year, some 70,000 visitors attended the exhibition. Ten Canadian companies were among the 670 exhibitors and they reported excellent results. This year, over 800 exhibitors have already signed up, 30% of which are international companies.

In 2004, Russia spent nearly $2.6 billion on telecommunication equipment, of which $1.8 billion was imported. Furthermore, in 2005, it is estimated that total telecom services revenues in Russia reached $26 billion, a 30% increase over 2004, with just over half of this going to mobile operators.

The following technologies are of particular interest in the Russian market:

- **Technology for long-distance voice and data:** Ten companies have been awarded new long-distance licenses;
- **Broadband data communications:** Operators are building high-capacity networks to offer bundled services;
- **Satellite communications**, particularly for corporate communications; and
- **Wireless telephone technology**, particularly for the GSM standard.

Canadian exporters interested in procuring booth space at the show may wish to contact the organizer, E. J. Krause, directly at www.ejkrause.com/events/3206.html for more details.

For more information, contact Steven Goodinson, Canadian Embassy in Moscow, email: steven.goodinson@international.gc.ca, or Karel Anctil, International Trade Canada, email: karel.anctil@international.gc.ca, website: www.expocomm.com/moscow.

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is also an exporter of agricultural and farm products. In 2004, Canada exported $52 million worth of agri-food products to Turkey, including wheat, lentils, eggs, tobacco and chicken.

Consumer expenditures on food in Turkey exceeded $55 billion in 2004, representing an increase of 13% over the previous year. The market for packaged and processed food is emerging and exceeded $21 billion in 2005, an increase of 4.7% over 2004. Euromonitor International forecasts that sales of packaged food in Turkey will reach $27.8 billion by 2009, increasing by 28% in 2004. Sales of chilled and processed foods will lead the growth, followed by confectionery, sweet and savoury snacks, oils and fats, ice cream, dairy products, spreads, sauces, frozen and baby foods. Sales of chilled and processed foods are expected to increase at an average annual growth rate of 6.4% from 2005 to 2009.

Sales of alcoholic beverages are increasing as well. In 2004, sales reached $7 billion, an increase of 56% over 2003. An increasingly younger population, a rising rate of urbanization, increased disposable incomes, and a greater interest in Western lifestyles have all played a role in the growth of alcoholic beverages. In fact, wine sales in 2004 increased by 37% over the previous year.

Another factor in the rising food market in Turkey is the growing tourism industry. Some 17 million tourists, mostly European, visited Turkey in 2004, generating more than $14 billion in revenue. This sector is expected to reach $27 billion in annual revenue within five years. Continued growth in the tourism sector has led to an increase in the number of foreign cuisine restaurants, both inside and outside of hotels.

The Turkish government is placing special emphasis on the food-processing industry and is taking measures to stimulate investment and technology transfer in this sector. As a result, the food sector is becoming very attractive for suppliers and foreign investors.

Opportunities

Current Canadian agri-food exports to Turkey include grains and oil seeds, wheat (non-durum), lentils, fresh eggs, tobacco, live chicken and seafood. Expanding and emerging opportunities for Canadian agri-food exporters include grains and oil seeds, wheat (non-durum and durum), soybean and soybean residue, corn, pulses, processed foods, vegetable oils, gourmet seafood, sauces, wine, beer, blueberries, confectionery products, snacks, frozen food, baby food, pet food, bovine breeding and artificial insemination, seed potatoes and food ingredients for processing.

The Canadian-Turkish Business Council, with the assistance of the Canadian Embassy in Turkey, the Saskatchewan Trade and Export Partnership, International Trade Canada and Agriculture and Agri-food Canada, is planning an agri-food mission to Turkey from November 6 to 10, 2006.

For more information on market opportunities and the upcoming agri-food mission to Turkey, contact Sohrab Oshidar, Agriculture and Agri-food Canada, tel.: (613) 759-7693, fax: (613) 759-7506, email: oshidars@agr.gc.ca, website: http://ats.agr.ca.

David Clendenning, International Trade Canada, tel.: (613) 996-4484, fax: (613) 944-0556, email: david.clendenning@international.gc.ca.

Catherine Gosselin or Can Ozguc, Canadian Embassy in Ankara, tel.: (011-90-312) 409-2773, fax: (011-90-312) 409-2715, email: catherine.gosselin@international.gc.ca.

Aida Viveiros, Canadian Manufacturers & Exporters and Canadian-Turkish Business Council Secretariat, tel.: (905) 672-3466, ext. 288, fax: (905) 568-8155, email: aida.viveiros@cme-mec.ca.

Tim Marshall, Saskatchewan Trade Export Partnership, tel.: (306) 787-2191, fax: (306) 787-6666, email: tmarshall@sasktrade.sk.ca, website: www.sasktrade.sk.ca.

Cuddy Farms Invests in Turkey

In 2003, Cuddy Farms of Strathroy, Ontario, a global leader in the production of commercial turkey-hatching eggs and day-old poults, purchased a modern hatchery (below) near Bandirma, Turkey, to better serve Cuddy's Turkish customers and to supply emerging turkey markets in the Middle East and surrounding areas. Cuddy's commercial production will benefit from the rapid growth in turkey consumption that is expected over the coming years.

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www.infoexport.gc.ca

U.S. Women's Apparel Rep Locator mission set to go

Chicago, Illinois, March 31-April 2, 2006 > Is your Canadian Woman's Wear Company looking to enter the U.S. market? Would you like to hear from industry experts in a focussed educational forum and find a local rep? If so, the Canadian Consulate General in Chicago is looking to attract Canadian clothing companies to attend the **Women's Apparel Rep Locator Trade Mission**.

This event is a gateway to the lucrative Chicago market and beyond. Participants will share a booth at the pre-StyleMax show, a huge women's apparel event, and gain access to hundreds of local reps. Exporters can also get the inside edge by attending educational seminars with industry experts covering topics such as industry trends, customs and regulations, managing rep agreements, and working with local reps, buyers and agents. So book fast as space is booked on a screened first-come, first-served basis.

For more information, contact Ann F. Rosen, Canadian Consulate General in Chicago, tel.: (312) 327-3624, fax: (312) 616-1878, email: ann.rosen@international.gc.ca, website: www.chicago.gc.ca.

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and biotechnology, management information systems and sustainable development. Efforts are underway to identify a number of strategic areas of leading-edge research that will form the basis for further scientific partnerships between Canada and Arizona.

Arizona is booming

For the past several years, Arizona has ranked second in the nation in terms of State growth, with the cities of Phoenix and Tucson ranking among the fastest-growing cities.

Arizona is undergoing a significant economic transition from an agriculture and tourism base to that of a knowledge-based economy with significant strengths in aerospace and defence, semiconductors, electronics, advanced manufacturing, communications and optics. A number of high-tech industry clusters have been spawned around the research activities of the University of Arizona in Tucson, including those in the afore-mentioned sectors, plus bioindustry, environmental technology, e-learning and nanotechn gy.

Business activity between Canada and Arizona is diverse and longstanding. Traditionally, Arizona has been a winter destination for Canadian visitors, with more than 350,000 visiting every year, contributing more than $320 million annually to the State.

Canada is also the largest foreign investor in Arizona with major Canadian companies such as

Downtown Tucson, Arizona, with a view of the University of Arizona in the background

Montreal-based Bombardier Aerospace and Edmonton-based Stantec Consulting having substantial operations there. Clearly, the building boom that sprung out of the massive movement of people into Arizona has been a boon to Canadian lumber companies which saw their exports to Arizona double last year over the previous year.

These are just a few of the reasons why the Canadian Consulate Trade Office in Tucson was set up. With a strong presence in Phoenix as well, and a staff eager to assist, Canadian businesses and research centres should explore opportunities for new partnerships in an economy that is growing at an annual rate of 4.5 %.

For more information, contact the Canadian Consulate in Phoenix, tel.: (602) 508-3572, and the Canadian Consulate Trade Office in Tucson, tel.: (520) 622-3641, website: www.phoenix.gc.ca.

A deft strategy breaks IMS into Morocco

Sometimes export channels seem impassable, but with a little perseverance obstacles can be overcome. This is how Quebec-based IMS Experts-Conseils got its foothold on the Moroccan market.

Founded in 1991, IMS is one of the largest engineering consulting firms in Quebec. It provides personalized and specialized engineering services in a number of sectors, including energy, municipal engineering, the building industry, industrial installations and environmental technologies. Through its new subsidiary, which is responsible for increasing its activities abroad, it has managed to establish a presence in several countries, most recently in Morocco.

Success, one step at a time

It all began four years ago with an environment sector trade mission to Morocco. Advertised by Canada's Trade Commissioner Service, the mission enabled IMS representatives to sound out the Moroccan market and build relationships. Attracted by the prospect of lucrative business opportunities, IMS then increased the number of missions to Morocco and landed a major contract to repair railway tracks and modernize a water treatment plant.

A profitable undertaking

This contract was only the first step. It led IMS to other major contracts in Morocco and led the company to open a permanent office in Rabat, the capital, four years later, leading to a potential two million dollars per year in sales. As well, IMS has just concluded a joint-venture agreement with a Moroccan engineering company.

Now that it is well established in the Moroccan market, IMS will benefit from the country's ongoing reforms. The Moroccan government currently strives to foster international trade by complying with international standards and simplifying its business practices. It also signed a free trade agreement with the United States and an association agreement with the European Union.

When it came to exporting its services, IMS was skilled and confident in its approach, relying on gradual positioning in the target market, establishing a local presence and forming strategic alliances.

For more information, go to www.infoexport.gc.ca/ma or www.ims-experts.com.

CABC mission to North Africa around the corner

Algeria, Morocco and Libya, April 18-30, 2006 > The Canada-Arab Business Council (CABC) is planning a business mission to Algeria, Morocco and Libya to help Canadian firms already active in the region make new contacts and reinforce existing relationships, as well as to introduce new companies to these rapidly expanding markets.

The CABC has an extensive network of contacts in each country and participants can expect high level access to government and private sector clients. Opportunities for Canadian firms cover sectors like energy and mining, engineering and project management, education and training, communications and IT as well as agri-business.

For more information, contact the CABC, tel.: (416) 362-0050 or (416) 362-0040, email: info@canada-arabbusiness.org. The registration deadline is March 19, 2006.

Libya open for business with multi-sector fair

Tripoli, Libya, April 2-12, 2006 > Join the Canadian pavilion at the **Tripoli International Fair**, a major multi-sector exhibition. With Libya's reintegration into the global economy, this event has become more popular than ever.

The 2005 fair was sold out. In fact, more than 20,000 people visited the fair each day.

The Canadian pavilion will allow Canadian exporters to showcase their goods and services to an expanding and increasingly affluent Libyan market. For companies and institutions already operating in Libya, this is an opportunity to strengthen and expand. For those looking to get established there, this fair is the major event of the year. It's a great chance to promote Canadian products and services, meet potential clients and agents and to build relationships that are fundamental to doing business in Libya.

For more information, contact Hesham Ganem, Canadian Embassy in Libya, email: hesham.ganem@international.gc.ca, website: www.tripolifair.org/English/main.htm.

Canadian pavilion a hit at French security expo

The 14th edition of **Milipol**, the Worldwide Exhibition of Internal State Security, was held in Paris last November and a Canadian pavilion promoted home-grown capabilities in this sector. This benchmark exhibition attracted some 40 official international delegations and over 20,000 trade visitors, including 6,000 from other countries.

A finger scan on a biometric keyboard

The pavilion, coordinated by the Canadian Embassy in Paris, featured six Canadian companies that introduced the latest technologies in the civil security and law enforcement sectors: training ammunition; personal protective equipment; nuclear, biological and chemical equipment; surveillance; and high-security detection systems. Through networking activities, Canadian companies were able to meet and do business with French decision-makers in the internal security sector.

Leading-edge technology has become central to state security. Growth in this market has made it possible for numerous companies to position themselves in innovative areas such as air surveillance, listening devices and biometric authentication devices. In this regard, close to 750 exhibitors at Milipol, of which 55% were foreign companies from some 30 countries, introduced specialized equipment in the areas of attack prevention, biometrics, demining, airport security and protection of sensitive sites.

The next Milipol exhibition will be held in Paris from November 27 to 30, 2007.

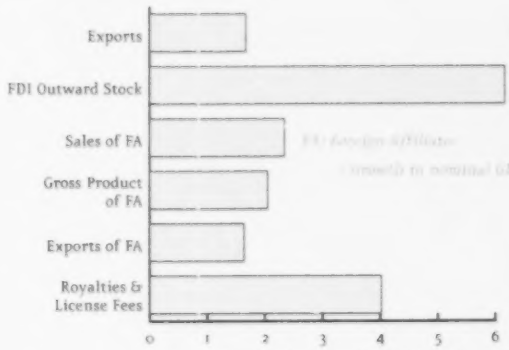
For more information, contact Guy Ladequis, Canadian Embassy in Paris, email: france-td@international.gc.ca, website: www.milipol.com.

What is a "global value chain"?

The term "global value chain" refers to the worldwide dispersion of production. Falling transportation costs, lower barriers to trade and investment, and improvements in information and communications technology have made it easier for firms to locate parts of their businesses across the world. Different functions can be shifted to where it is most efficient for each: design in North America or Europe, manufacturing in China, but after-sales service in India, for example. And global value chains are increasing in importance: global GDP grew 246% from 1982 to 2004, but exports grew 413%, and the gross product of foreign affiliates increased from 5.5% to 9.8% of global GDP. As these trends continue and accelerate, the importance of global value chains will rise.

Provided by the Trade and Economic Analysis Division (www.international.gc.ca/eet).

Growth in Global Value Chains



Data: UNCTAD WIR 2006 and IMF DOTS

Rockhampton, Australia
May 1-7, 2006
If beef is your business then the steaks are high at **Beef Australia 2006**, the country's blue ribbon bovine event that includes a seminar, conference and even a national carcass competition.
Contact: Ilsa Stuart-Muirk, Canadian High Commission in Australia, tel.: (011-61-2) 6270-4000,fax: (011-61-2) 6270-4069, email: ilsa.stuart-muirk@international.gc.ca, website: www.beefaustralia.com.au.

Rosario, Argentina
June 27-30, 2006
The **Mercosur Soya Congress** will set the stage for the presentation of scientific papers for industry professionals involved in any aspect of the soya industry in the Mercosur (a trading zone established in 1991 between Brazil, Argentina, Uruguay, and Paraguay) and around the world.
Contact: Glen McPherson, Canadian Embassy in Argentina, tel.: (011-54-11) 4808-1000, fax: (011-54-11) 4808-1111, email: glen.mcpherson@international.gc.ca, website: www.buenosaires.gc.ca.

Tripoli, Libya
May 8-11, 2006
Don't miss **Libya Build 2006**, the 3rd International Building and Construction Exhibition. Opportunities in this sector range from single and multiple-unit housing, new hotels, the renovation of existing hotels, hospitals, schools and infrastructure.
Contact: Bechara Nacouzi, International Trade Fairs, tel.: (514) 626-1111, fax: (514) 626-5476, email: bnacouzi@bellnet.ca.

Jönköping, Sweden
May 30-June 1, 2006
Be part of the Canadian pavilion at the **World Bioenergy Conference and Exhibition**. This year's event is organised in conjunction with the Pellets Conference, a densified biomass fuels event, and the Waste & Recycling trade show.
Contact: Inga-Lill Olsson or Maria Stenberg, Canadian Embassy in Sweden, tel.: (011-46-8) 453-3000, fax: (011-46-8) 453-3016, email: stkhm-commerce@international.gc.ca.

Ho Chi Minh City, Vietnam
October 11-15, 2006
The 2006 **Ho Chi Minh City Medical & Pharmaceutical Expo** will gather international exhibitors of medical, dental, pharmaceutical, health food, exercise equipment and health care products to tap into the potential of Vietnam's medical market.
Contact: Canadian Consulate General in Ho Chi Minh City, tel.: (011-84-8) 827-9899, email: hochi-td@international.gc.ca, website: www.vfabric.com/sgmedical.

Chihuahua, Mexico
April 26-28, 2006
The gold rush has returned to the mountains of Chihuahua so take part in the **2006 International Mining Conference**, one of the largest mining shows in Mexico.
Contact: Karra-Lee Gerrits, Canadian Embassy in Mexico, tel.: (011-52-55) 5724-7900, fax: (011-52-55) 5724-7982, email: karra-lee.gerrits@international.gc.ca, website: www.conferenciamineria.com.

Santiago, Chile
May 23-27, 2006
Expomin is Latin America's largest mining exhibition and features the latest machinery, equipment, technology, supplies and services from around the world.
Contact: Carlos Parada, Expomin Manager, email: jconejeros@fisa.cl, website: www.expomin.cl.

Nicosia, Cyprus
May 26 - June 4, 2006
Attend the **31st Cyprus International Fair** and take advantage of this unique opportunity to meet 130,000 visitors. Cypriot manufacturers and more than 350 exhibitors from 30 countries will be there to promote consumer products, building materials, furniture, plastic products, industrial equipment and telecommunication equipment.
Contact: Marina Patera, Cyprus State Fairs Authority, tel.: (011-357-22) 352-918, fax: (011-357-22) 352-316, email: m.patera@csfa.org.cy, website: www.csfa.org.cy.

Athens, Greece
June 5-9, 2006
The **Posidonia International Shipping Exhibition** is one of the world's leading maritime exhibitions. This event will feature the latest developments in technology affecting all sectors of international shipping and coincides with the Maritime Policy Forum on June 7.
Contact: Marianna Saropoulos, Canadian Embassy in Athens, tel.: (011-30) 210-727-3352/53, fax: (011-30) 210-727-3460, email: marianna.saropoulos@international.gc.ca, website: www.posidonia-events.com.

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